

1        **Amendment to the Claims**

2        **In the Claims:**

3        Please amend Claims 1, 12, 16, 18, 22, 24, and 25, and add new Claim 26 as follows:

4        1. (Currently Amended) A method for selectively displaying an additional content in a Web  
5        page based on an available display area, wherein a primary content is unconditionally displayed in  
6        the Web page, but the additional content, which does not employ a hyperlink to display the  
7        information it conveys, is only displayed with the primary content depending upon whether  
8        predefined criteria are met, comprising the steps of:

9                (a) automatically detecting dimensions of the available display area;

10               (b) automatically determining whether information directly conveyed by the  
11        additional content and a by the primary content can ~~both~~ be fully displayed in a single Web page in  
12        the available display area without requiring access of another Web page, without requiring scrolling  
13        in more than one direction, and without requiring a modification of either the primary or the  
14        additional content that results in either the primary or the additional content being perceived in less  
15        than its entirety on the single Web page, said additional content not being necessarily related to the  
16        primary content; and if so,

17               (c) displaying both the additional content and the primary content on the single

18        Web page; else

19               (d) displaying only the primary content on the single Web page.

20        2. (Original) The method of Claim 1, wherein the available display area comprises an area  
21        defined by a browser window produced by a browser program; and wherein the step of detecting the  
22        dimensions of the available display area includes the steps of:

23               (a) detecting properties of the browser program that produced the browser  
24        window;

25               (b) providing instructions compatible with the detected properties of the browser  
26        program; and

27               (c) executing the instructions to automatically detect the dimensions of the  
28        browser window.

29        3. (Original) The method of Claim 2, wherein the step of automatically determining occurs  
30        when the browser window is initially displayed by the browser program.

1           4. (Original) The method of Claim 2, wherein the step of automatically determining  
2 comprises the step of storing a pointer to a previously defined event handler used by the browser  
3 program.

4           5. (Original) The method of Claim 4, wherein the previously defined event handler responds  
5 to at least one of initially displaying content in the browser window, and resizing the browser  
6 window.

7           6. (Original) The method of Claim 5, wherein the step of displaying only the primary content  
8 comprises the step of executing the previously defined event handler.

9           7. (Original) The method of Claim 1, wherein the step of automatically determining  
10 comprises the step of automatically determining if at least one dimension of the available display area  
11 is sufficient to display the additional content.

12           8. (Original) The method of Claim 5, further comprising the step of responding to a change  
13 in the available display area by again automatically determining whether the additional content and  
14 the primary content can both be fully displayed in the available display area without requiring  
15 scrolling in more than one direction.

16           9. (Original) The method of Claim 1, wherein the step of automatically determining  
17 comprises the step of iteratively automatically determining whether a further additional content can  
18 be fully displayed with the primary content and a previous additional content in the available display  
19 area without requiring scrolling in more than one direction.

20           10. (Original) The method of Claim 1, wherein the step of displaying the additional content  
21 and the primary content comprises the steps of:

22               (a) determining whether the additional content was previously downloaded from a  
23 remote storage; and if not,

24               (b) retrieving the additional content from the remote storage and displaying both  
25 the primary content and the additional content; else

26               (c) displaying both the primary content and the additional content that was  
27 previously downloaded from the remote storage.

28           11. (Original) A computer-readable medium having computer-executable instructions for  
29 performing the steps recited in Claim 1.

1           12. (Currently Amended) A method for controlling content displayed as a single Web  
2           page on a device, where the device is incapable of displaying all available content, comprising the  
3           steps of:

4           (a) automatically determining an available display area for displaying a content of  
5           the single Web page on the device;

6           (b) automatically determining a combination of different portions of the available  
7           content that can be fully displayed in a the single Web page in the available display area without  
8           requiring scrolling in more than one direction and without requiring a modification of the different  
9           portions of the content that results in the different portions comprising the content combination being  
10           perceived in less than its their entirety on the single Web page, said step of automatically determining  
11           the combination of different portions of the content comprising at least one of the steps of:

12           (i) automatically converting a portion of the content into a moving image  
13           within the available display area; and

14           (ii) automatically subdividing a portion of the content into subportions that  
15           are displayed sequentially within the available display area; and

16           (c) displaying only the combination of different portion portions of the content  
17           that can be that were automatically determined such that a user may discern all of the information that  
18           the combination of different portions of the content provides as fully displayed in the available  
19           display area, since the combination of different portions of the content does not employ a hyperlink to  
20           display the information it conveys, without requiring scrolling in more than one direction, and  
21           without requiring a modification of the combination of different portions of the content that results in  
22           the different portions of content comprising the combination being perceived in less than its their  
23           entirety.

24           13. (Original) The method of Claim 12, further comprising the step of dividing the Web page  
25           into discrete content modules that are selectively displayable.

26           14. (Original) The method of Claim 12, wherein the step of determining the portion of the  
27           content that can be fully displayed in the available display area without requiring scrolling in more  
28           than one direction comprises the step of prioritizing different portions of the content based on an  
29           order of importance, said different portions of the content corresponding to specific areas of the Web  
30           page that are selectively displayed as a function of the available display area.

1           15. (Original) The method of Claim 14, wherein the step of prioritizing comprises the step of  
2 ranking the different portions of the content according to their importance in conveying information  
3 on the Web page.

4           16. (Currently Amended) The method of Claim 12, wherein the step of automatically  
5 determining the combination of different portion portions of the content that can be fully displayed in  
6 the available display area without requiring scrolling in more than one direction, comprises the steps  
7 of:

8               (a) detecting a respective share of the available display area required by each  
9 portion of the content; and

10              (b) automatically determining a combination of different portions of the content  
11 that are displayable in the display area, based upon the respective share of the display area required  
12 by each different portion of the content.

13           17. (Previously Cancelled)

14           18. (Currently Amended) A method for providing an additional content to a browser  
15 program for display in a browser window, without employing a hyperlink to display the information  
16 the additional information conveys, and without requiring scrolling in more than one direction to  
17 fully display the additional content, comprising the steps of:

18               (a) automatically detecting properties that identify the browser program;

19               (b) automatically determining instructions that are compatible with the browser  
20 program, to display at least a portion of the additional content without requiring scrolling in more  
21 than one direction and without requiring a modification of the at least the portion of the additional  
22 content that results in said at least the portion of the additional content being perceived in less than its  
23 entirety on a single Web page based on an available display area in the browser window; and

24               (c) communicating the instructions to the browser program, said instructions  
25 causing the additional content to be fully displayed only if possible to do so without requiring  
26 scrolling in more than one direction and without requiring a modification of the additional content  
27 that results in said at least the portion of the additional content being perceived in less than its entirety  
28 on the single Web page, such that a user may directly discern all of the information that the at least  
29 the portion of the additional content conveys, wherein said additional content is not necessarily  
30 related to the primary content.

1           19. (Original) The method of Claim 18, wherein the step of automatically detecting  
2 comprises the step of parsing a request from the browser program for content to be displayed by the  
3 browser program, to determine information that identifies the browser program.

4           20. (Original) The method of Claim 18, wherein the step of automatically determining  
5 comprises the steps of:

6               (a) determining a type of the browser program being used from the set of  
7 properties; and

8               (b) selecting specific instructions written to be implemented by the type of the  
9 browser program being used.

10           21. (Original) The method of Claim 18, wherein the step of communicating comprises the  
11 steps of:

12               (a) obtaining the instructions that are compatible with the browser program;

13               (b) upon receiving a request for a content from the browser program, providing a  
14 response that includes at least a portion of the content requested and the instructions; and

15               (c) conveying the response to the browser program.

16           22. (Currently Amended) A system for displaying a Web page and selectively displaying an  
17 additional content, wherein a primary content is unconditionally displayed in the Web page, but the  
18 additional content, which does not employ a hyperlink to display the information it conveys, is only  
19 displayed with the primary content depending upon whether predefined criteria are met, based on an  
20 available display area, comprising:

21               (a) a memory adapted to store data and machine instructions;

22               (b) a processor coupled to the memory, said processor controlling storage of data  
23 in the memory and executing the machine instructions to implement a plurality of functions;

24               (c) a persistent storage device, coupled to the processor and the memory, on which  
25 are stored machine instructions, which when executed by the processor, cause it to selectively fully  
26 display a primary content of a Web page and the additional content on a single Web page, without  
27 requiring scrolling in more than one direction and without requiring a modification of either the  
28 primary or the additional content that results in either the primary or the additional content being  
29 perceived in less than its entirety on the Web page, such that a user directly discerns all of the

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1 information that the additional content and the primary content provide on the single Web page, said  
2 additional content not being necessarily related to the primary content; and

3 (d) a display on which said primary content and said additional content are  
4 rendered in accord with the machine instructions, said display being controlled by the processor, said  
5 plurality of functions implemented by the processor executing the machine instructions including:

6 (i) detecting dimensions of the available display area;  
7 (ii) selectively displaying both the primary content and the additional  
8 content, if the primary content and the additional content are fully displayable without scrolling in  
9 more than one direction; and if not,  
10 (iii) displaying only the primary content.

11 23. (Original) The system of Claim 22, wherein the machine instructions that cause the  
12 processor to selectively display the additional content are downloaded to the memory over a  
13 computer network.

14 24. (Currently Amended) A system for displaying a Web page and selectively displaying an  
15 additional content, based on an available display area, wherein a primary content is unconditionally  
16 displayed in the Web page, but the additional content, which does not employ a hyperlink to display  
17 the information it conveys, is only displayed with the primary content depending upon whether  
18 predefined criteria are met, comprising:

19 (a) a remote computer operatively connected to a communication network, said  
20 remote computer including a processor, and a memory in which machine instructions are stored that  
21 when executed by the processor while the remote computer is coupled in communication with a client  
22 device, carry out a plurality of functions, including:

23 (i) identifying a client browser program running on the client device;  
24 (ii) determining machine instructions that are compatible with the client  
25 browser program, for causing the client browser program to present at least a selected portion of the  
26 additional content to a user who may directly discern all of the information that at least the selected  
27 portion of the additional content provides because at least the selected portion of the additional  
28 content is caused to be fully display at least a selected portion of the additional content displayed  
29 without requiring scrolling in more than one direction and without requiring a modification of the  
30

additional content that results in at least the selected portion of the additional content being perceived in less than its entirety, based on the available display area on the client device; and

(iii) communicating the machine instructions to the client browser program;  
and

(b) a client device operatively connected in communication with the remote computer over said communication network, the client device including a display, a processor, and a memory in which instructions are stored, said instructions, when executed by the processor in the client device, carrying out a plurality of functions, including:

- (i) communicating said client browser properties to said remote computer when requesting a primary content of a Web page from said remote computer;

(ii) receiving said primary content and said machine instructions from said remote computer;

(iii) detecting dimensions of an available display area on the client device;

(iv) determining whether the additional content and the primary content can both be presented in a form such that a user directly discerns all of the information that the additional content provides, because the additional content and the primary content are fully displayed in the available display area without requiring scrolling in more than one direction and without requiring a modification of at least the selected portion of the additional content that results in at least the selected portion of the additional content being perceived in less than its entirety, wherein said additional content is not necessarily related to the primary content; and if so,

(v) displaying at least the selected portion of the additional content and the primary content on the display of the client device; else,

(vi) displaying only the primary content on the display of the client device.

25. (Currently Amended) A computer-readable medium having a computer-executable component for selectively displaying an additional content in a Web page based on an available display area, wherein said component is integral with a browser program in which the Web page is displayed, said computer-executable component causing a plurality of functions to be carried out when executed by a computer, including:

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(a) automatically determining whether an additional content, which does not employ a hyperlink to display the information it conveys, and a primary content can both be be presented in a form such that a user discerns all of the information that the additional content provides, because the additional content and the primary content are fully displayed in a single Web page in an available display area without requiring scrolling in more than one direction and without requiring a modification of either the primary or the additional content that results in either the primary or the additional content being perceived in less than its entirety on the single Web page, said additional content not being necessarily related to the primary content; and if so,

- (b) displaying the additional content and the primary content; else
- (c) displaying only the primary content.

26. (New) The method of Claim 16, wherein the step of automatically determining the combination of different portions of the content comprises at least one of the steps of:

(a) automatically changing a dimension of a portion of the content to fit the dimensions of the available display area;

- (b) automatically scaling a portion of the content to fit the available display area;
- (c) automatically changing an orientation of a portion of the content to fit the available display area;

(d) automatically converting a portion of the content into a moving image within the available display area; and

- (e) automatically subdividing a portion of the content into sub-portions that are displayed sequentially within the available display area.